

Sponsoring Als Instrument Gesellschaftspolitischer Verantwortung - Thorsten Moje

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In den vergangenen Jahren sind die Begriffe Corporate Social Responsibility (CSR) und Corporate Citizenship sukzessive in den Fokus der Gesellschaft gerückt. Corporate Citizenship wird als das über die eigentliche Geschäftstätigkeit hinausgehende Engagement eines Unternehmens zur Lösung sozialer Probleme (i. d. R. im lokalen Umfeld) angesehen und beschreibt das Unternehmen in der Rolle eines guten und verantwortungsbewussten Bürgers. Sponsoring wird in diesem Kontext als Teil des Corporate Citizenship verstanden. CSR stellt ein übergreifendes Konzept dar, welches den Unternehmen als Grundlage dient, auf freiwilliger Basis Umwelt- und soziale Belange sowohl in ihre Unternehmenstätigkeit, als auch in die Wechselbeziehungen mit den Stakeholdern zu integrieren. In der gesellschaftlichen Wahrnehmung findet sich das Streben nach Gewinn erstmalig mit sozialer Verantwortung als ergänzendem Ziel wieder. Corporate Social Responsibility schafft Werte. Sponsoring schafft Werte. Werte für die Unternehmen und Werte für die Gesellschaft. Dabei ist oft nicht klar ersichtlich, welche Sponsoring-Aktivitäten der Unternehmen eher geschäftsdienlich und welche eher gesellschaftsorientiert sind. Das Hauptaugenmerk dieser Seminararbeit liegt darin, Klarheit über den Begriff des Sponsorings zu schaffen und Missverständnisse auszuräumen. In diesem Zusammenhang soll ein Überblick über die verschiedenen Arten des Sponsorings und der damit verbundenen Wertschöpfungen für Unternehmen und Gesellschaft gegeben werden. Author: Moje, Thorsten Publisher: GRIN Verlag Illustration: N Language: GER Title: Sponsoring als Instrument gesellschaftspolitischer Verantwortung Pages: 00018 (Encrypted PDF) On Sale: 2011-01-01 SKU-13/ISBN: 9783640823598 Category: Business & Economics : Management - General

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